

ABSTRACT OF THE DISCLOSURE

Image data of plural objects are inputted, the
inputted image data are encoded on an object basis, a
priority order of code amount allocation is set for the
5 objects, and encoding conditions for the objects in the
encoding step are controlled in accordance with the
priority order. The encoding conditions are controlled
so that a total code amount obtained by encoding the
image data of the plural objects does not exceed a
10 predetermined code amount.